

SYSTEM AND METHOD FOR DEVELOPING A MART UNION TO BRING THE REGIONAL STORES INTO E-COMMERCE

ABSTRACT OF THE INVENTION

A system and method that integrates all domains of stores into a mart union mounted in a web server coupled to the Internet is disclosed. The disclosed mart union encompasses a financial service unit, customer information table, purchase information table, and web pages employed for introduction of the union mart accompanied with electronic stores included inside. The electronic stores can be further classified based on business or professional characteristics so that traditional stores can employ or trust their electronic stores to advertise goods, commodities, and services they provided. Individuals can browse the web server mounted by the mart union to access information from web pages or electronic stores via communication links. Meanwhile, the browsing sequences or traces are simultaneously registered in the customer information table. Additionally, individuals can purchase goods or order services at electronic stores by putting all the ordered ones into virtual shopping carts provided by the mart union. Meanwhile, the information associated with all purchase transactions is simultaneously registered into the purchase information table. Payment services, such as accepting the amount of money of each purchase transaction and settling based on customers' authenticated accounts for the mart union are all forwarded to and then processed by the financial service unit. Information associated with the processed payment services is later routed to banks collaborating with the mart union for further manipulations. All the ordered goods or services are then offered and delivered by associated enterprises after settling accounts.